

CLAIMS

1. A method of customizing a marketing campaign system running on a computer system, the method comprising steps of:
 - providing a client-side plug-in component;
 - providing a server-side plug-in component;
 - associating the client-side plug-in component with the server-side plug-in component;and
 - operating the server-side plug-in component in response to the client-side plug-in component.
2. The method of claim 1, wherein the operating step comprises a step of communicating between the server-side plug-in component and the client-side plug-in component by persisting properties.
3. The method of claim 1, further comprising steps of:
 - building a campaign object for a marketing campaign; and
 - including in the campaign object a reference to the client-side plug-in component.
4. The method of claim 1, further comprising steps of:
 - building a campaign object for a marketing campaign; and
 - including in the campaign object a reference to the server-side plug-in component.
5. The method of claim 4, further comprising steps of:
 - associating the server-side plug-in component with an operation of the marketing campaign system; and
 - configuring the server-side plug-in component into the campaign object using an interface associated with the operation.

6. The method of claim 4, further comprising a step of identifying whether the server-side plug-in component performs a function selected from the group consisting of preprocessing, postprocessing and override processing.
7. The method of claim 1, wherein:
the computer system comprises a client machine and a server machine; and the method further comprises steps of:
executing the client-side plug-in component on the client machine; and
executing the server-side plug-in component on the server machine.
8. A customizable marketing campaign system, comprising:
means for associating a client-side plug-in component with a server-side plug-in component; and
means for operating the server-side plug-in component in response to the client-side plug-in component.
9. A method of customizing a marketing campaign system running on a computer system, the method comprising step of:
providing a client-side plug-in component;
providing a server-side plug-in component; and
communicating between the client-side plug-in component and the server-side plug-in component using persisted properties.
10. The method of claim 9, wherein:
the computer system comprises a client machine and a server machine; and the method further comprises steps of:
executing the client-side plug-in component on the client machine; and
executing the server-side plug-in component on the server machine.

11. The method of claim 9, further comprising a step of identifying whether the server-side plug-in component performs a function selected from the group consisting of preprocessing, postprocessing and override processing.

12. The method of claim 9, further comprising steps of:
building a campaign object for a marketing campaign; and
including in the campaign object a reference to the server-side plug-in component.

13. The method of claim 12, further comprising steps of:
associating the server-side plug-in component with an operation of the marketing campaign system; and
configuring the server-side plug-in component into the campaign object using an interface associated with the operation.

233609.1
Sub A2
14. A method of customizing a marketing campaign system running on a computer system, the method comprising steps of:
providing a client-side plug-in component;
providing a server-side plug-in component;
configuring the client-side plug-in component into the application;
configuring the server-side plug-in component into the application; and
communicating between the client-side plug-in component and the server-side plug-in component.

15. The method of claim 14, wherein:
the computer system comprises a client machine and a server machine; and the method further comprises steps of:
executing the client-side plug-in component on the client machine; and
executing the server-side plug-in component on the server machine.

16. The method of claim 14, wherein:
the server-side plug-in component is associated with an operation of the marketing campaign system; and the method further comprises a step of
incorporating the server-side plug-in component into a campaign object using an interface associated with the operation.
17. The method of claim 14, wherein:
the server-side plug-in component is associated with an operation of the marketing campaign system; and
the configuring step comprises a step of configuring the server-side plug-in component into a campaign object using an interface associated with the operation.
18. A computer readable media for customizing a marketing campaign system, the computer readable media comprising:
a client-side plug-in component stored on the readable media, the client side plug-in component being adapted to communicate with a server-side plug-in component using persisted properties.
19. A computer readable media for customizing a marketing campaign system, the computer readable media comprising:
a server-side plug-in component stored on the readable media, the server-side plug-in component being adapted to operate in response to data provided by a client-side plug-in component.
20. The computer readable media of claim 19, wherein the server-side plug-in component includes a specification of an association with an operation of the original marketing campaign system.

21. The computer readable media of claim 20, wherein the specification includes a designation specifying a function selected from the group consisting of preprocessing, postprocessing and override processing.